

JARED WOODEN

MARKETER. MANAGER. GEEK.

CORE SKILLS

AGILE PROJECT MANAGEMENT	✓✓✓✓✓
CAMPAIGN STRATEGY & ANALYTICS	✓✓✓✓✓
IA/UX/UI PLANNING & DESIGN	✓✓✓✓✓
FRONT-END DEVELOPMENT	✓✓✓✓
VIDEO & MOTION GFX PRODUCTION	✓✓✓✓
SEARCH ENGINE OPTIMIZATION	✓✓✓✓
PPC & DISPLAY MANAGEMENT	✓✓✓
MARKETING AUTOMATION & CRM	✓✓✓
EMAIL MARKETING	✓✓✓

TECHNICAL EXPERTISE



ADOBE CREATIVE CLOUD



HTML, CSS, JQUERY



WORDPRESS, MAGENTO, DRUPAL



MICROSOFT OFFICE & PROJECT

EDUCATION

2012	ASSOCIATE OF ARTS, COLORADO MOUNTAIN COLLEGE
2013	CISCO CERTIFIED NETWORKING ASSOCIATE (CCNA)
2014	GOOGLE ANALYTICS CERTIFIED INDIVIDUAL

EXPERIENCE

WEB DEVELOPMENT MANAGER FEBRUARY 2013-PRESENT

INTERNET MARKETING INC.

Managed a tight-knit team of designers, developers & project managers in an effort to create user-oriented web experiences for clients ranging from small & medium sized businesses up to large enterprise.

Increased average project profitability by 80% in first year.

Grew average monthly department revenue by over 250% in less than two years by creating efficient processes & implementing scalable project management methodologies.

Responsible for launching 40+ web projects to date including Wordpress, Magento, & Drupal websites in addition to fully custom web-based applications including several complex proprietary web service integrations.

Introduced several tools to speed up various processes such as content planning, prototyping, UI design, subversioning, bug tracking & AB/multivariate testing.

Developed & implemented entirely new process for responsive web design & development, focusing on a mobile first approach. Introduced effective Bootstrap 2/3 workflows, including the production several websites using the Roots boilerplate theme for Wordpress and LESS/Grunt technologies.

SENIOR PROJECT MANAGER MAY 2012-FEBRUARY 2013

WEB VIDEO VISION

Worked directly with the client to determine needs & created initiatives based on those needs.

Organized projects & tasks between business development, design & development teams to ensure on time delivery within allocated budget.

Created an in-depth QA process to ensure quality & timely delivery of all products.

PROJECT MANAGER JANUARY 2008-FEBRUARY 2013

ILLUMO DESIGN

Ensured quality & timeliness on end-to-end web design & development projects for small to medium sized businesses and various digital marketing agencies.

Assisted business development in exceeding 2012 sales goals by 40% by acquiring new clients, developing ongoing relationships with agency partners, and upselling existing clients into additional projects & services.